

1 **CLAIMS**

- 2
- 3 **1.** A method of conserving storage space, the method comprising:
- 4 receiving media content that includes a plurality of portions, the plurality of
- 5 portions including both one or more highlight portions and one or more non-
- 6 highlight portions; and
- 7 saving, to a storage device, only the one or more highlight portions.
- 8
- 9 **2.** A method as recited in claim 1, wherein the media content comprises
- 10 a television program.
- 11
- 12 **3.** A method as recited in claim 1, wherein the media content comprises
- 13 a multimedia program.
- 14
- 15 **4.** A method as recited in claim 1, further comprising receiving, from a
- 16 remote source, an indication of which of the plurality of portions are highlight
- 17 portions and which of the plurality of portions are non-highlight portions.
- 18
- 19 **5.** A method as recited in claim 4, wherein the remote source is also the
- 20 source of the media content.
- 21
- 22 **6.** A method as recited in claim 4, further comprising receiving the
- 23 indication concurrent with receiving the media content.
- 24
- 25

1 7. A method as recited in claim 1, wherein the saving comprises:
2 initially saving all of the plurality of portions to the storage device;
3 receiving an indication of which of the plurality of portions are highlight
4 portions and which of the plurality of portions are non-highlight portions; and
5 deleting, from the storage device, the non-highlight portions.

6
7 8. A method as recited in claim 1, further comprising:
8 receiving comments from a viewer of the highlight portions; and
9 communicating the comments to a comment server for access by other
10 viewers of the media content.

11
12 9. A method as recited in claim 1, further comprising:
13 beginning rendering of the highlight portions;
14 identifying an amount of time that the highlight portions have been
15 rendered; and
16 rendering one or more advertisements after the amount of time exceeds a
17 threshold amount.

18
19 10. A method as recited in claim 1, further comprising:
20 receiving meta data corresponding to the media content;
21 identifying one or more portions of the media content in response to user
22 inputs; and
23 rendering the identified one or more portions of the media content.

1 **11.** One or more computer-readable memories containing a computer
2 program that is executable by a processor to perform the method recited in claim
3 1.

4
5 ~~**12.**~~ One or more computer-readable media having stored thereon a
6 plurality of instructions that, when executed by one or more processors of a
7 computer, causes the one or more processors to perform acts including:

8 identifying a plurality of portions of media content that are not highlight
9 portions; and

10 discarding the plurality of portions prior to storing the remaining portions
11 of the media content.

12
13 **13.** One or more computer-readable media as recited in claim 12,
14 identifying comprises receiving an indication of which portions are highlight
15 portions and which portions are non-highlight portions.

16
17 **14.** One or more computer-readable media as recited in claim 12, further
18 comprising storing the remaining portions of the media content on a local storage
19 device.

20
21 **15.** One or more computer-readable media as recited in claim 12,
22 wherein the discarding comprises:

23 initially saving all of the plurality of portions to the storage device; and

24 deleting, from the storage device, the portions that are not highlight
25 portions.

1
2 **16.** A method comprising:
3 receiving meta data corresponding to a television program;
4 identifying one or more portions of the television program in response to
5 user inputs; and
6 rendering the identified one or more portions of the television program.
7

8 **17.** A method as recited in claim 16, wherein the identifying comprises
9 locating a next occurrence of user input search criteria in the meta data and
10 determining a location of the television program corresponding to the next
11 occurrence in the meta data, and wherein the rendering comprises beginning
12 playback of the television program at the determined location.
13

14 **18.** A method as recited in claim 16, wherein the identifying comprises
15 locating a plurality of occurrences of user input search criteria in the meta data and
16 determining a plurality of portions of the television program corresponding to the
17 occurrences, and wherein the rendering comprises rendering the plurality of
18 portions.
19

20 **19.** One or more computer-readable memories containing a computer
21 program that is executable by a processor to perform the method recited in claim
22 16.
23
24
25

1 ~~20.~~ A system comprising:
2 a storage device to store a plurality of comments corresponding to media
3 content; and
4 a comment handler, coupled to the storage device, to
5 receive comments corresponding to the media content from a
6 plurality of different sources and based on a plurality of different versions
7 of the media content,
8 store the received comments on the storage device, and
9 make the stored plurality of comments available to devices rendering
10 the media content.

11
12 21. A system as recited in claim 20, wherein one of the plurality of
13 different versions is a live version and another of the plurality of different versions
14 is a recorded version, and wherein the plurality of comments include both
15 comments to the live version and comments to the recorded version.

16
17 22. A system as recited in claim 21, wherein the comments to the live
18 version comprise a live discussion of users viewing the live version.

19
20 23. A system as recited in claim 20, wherein each of the received
21 comments includes:
22 an identifier of the corresponding media content;
23 an identifier of a location, within the media content, that the comment
24 corresponds to; and
25 an identifier of the user that made the comment.

1
2 ~~24.~~ A method comprising:
3 allowing comments to be made by a plurality of viewers of a plurality of
4 different versions of a program;
5 consolidating the comments; and
6 making the comments available to subsequent viewers of one of the
7 plurality of different versions of the program or another version of the program.
8

9 25. A method as recited in claim 24, wherein the consolidating
10 comprises consolidating the comments at a centralized location.
11

12 26. A method as recited in claim 24, wherein the plurality of different
13 versions include one or more of: a version stored on magnetic tape, a version
14 stored on an optical storage device, and a streaming multimedia content version.
15

16 27. A method as recited in claim 24, further comprising:
17 identifying a particular group that the comments correspond to; and
18 making the comments available only to viewers that are associated with the
19 particular group.
20

21 28. One or more computer-readable memories containing a computer
22 program that is executable by a processor to perform the method recited in claim
23 24.
24
25

1 ~~29.~~ One or more computer-readable media having stored thereon a
2 plurality of instructions that, when executed by one or more processors of a
3 computer, causes the one or more processors to perform acts including:

4 receiving multimedia content;

5 storing the multimedia content locally;

6 receiving comments regarding the multimedia content;

7 storing the comments locally; and

8 allowing the comments to be accessed during subsequent playback of the
9 stored multimedia content.

10
11 **30.** One or more computer-readable media as recited in claim 29,
12 wherein the receiving comprises receiving the multimedia content from a remote
13 source.

14
15 **31.** One or more computer-readable media as recited in claim 29,
16 wherein the receiving comprises receiving the multimedia content from a local
17 video camera.

18
19 **32.** One or more computer-readable media as recited in claim 29, further
20 comprising allowing a plurality of users to access the stored multimedia content,
21 and wherein the allowing comprises allowing the plurality of users to access the
22 comments during playback of the stored multimedia content.

1 ~~33.~~ A method comprising:
2 identifying a synchronization point in a multimedia program, wherein the
3 synchronization point occurs an amount of time after the beginning of the
4 multimedia program; and
5 using the synchronization point as a common temporal reference point for
6 the multimedia program.

7
8 **34.** A method as recited in claim 33, wherein the using comprises using
9 the synchronization point as a reference point for comments corresponding to the
10 multimedia program.

11
12 **35.** A method as recited in claim 33, further comprising identifying a
13 reference point that indicates an offset from the synchronization point.

14
15 **36.** A method as recited in claim 33, wherein the identifying comprises
16 receiving an indication from a source of the multimedia program of the
17 synchronization point.

18
19 **37.** A method as recited in claim 33, wherein the synchronization point
20 is received in a communication separate from the multimedia program.

21
22 **38.** A method as recited in claim 33, wherein the multimedia program is
23 received from a local storage device and wherein the identifying comprises
24 receiving the synchronization point from a remote location.
25

1 **39.** A method as recited in claim 33, wherein the identifying comprises
2 using, as the synchronization point, a particular frame of the multimedia program.

3
4 **40.** A method as recited in claim 39, wherein the particular frame
5 comprises a frame including a title screen of the multimedia program.

6
7 **41.** One or more computer-readable memories containing a computer
8 program that is executable by a processor to perform the method recited in claim
9 33.

10
11 ~~42.~~ One or more computer-readable media having stored thereon a
12 plurality of instructions that, when executed by one or more processors of a
13 computer, causes the one or more processors to perform acts including:

14 receiving an indication of media content from a client computing device;
15 identifying a location of the media content to use as a synchronization point
16 for the media content; and
17 indicating, to the client computing device, the synchronization point.

18
19 **43.** One or more computer-readable media as recited in claim 42,
20 wherein the receiving an indication comprises receiving a request for the media
21 content.

1 **44.** One or more computer-readable media as recited in claim 42, further
2 comprising identifying a reference point that identifies an offset from the
3 synchronization point.

4
5 ~~**45.**~~ A method comprising:
6 identifying an amount of time that particular media content has been
7 rendered on a device; and
8 rendering one or more advertisements after the amount of time exceeds a
9 threshold amount.

10
11 **46.** A method as recited in claim 45, further comprising preventing any
12 more of the particular media content from being rendered until after the one or
13 more advertisements has been rendered.

14
15 **47.** A method as recited in claim 45, wherein the particular media
16 content is rendered on the device over a plurality of rendering sessions.

17
18 **48.** A method as recited in claim 45, further comprising resetting the
19 amount of time after the one or more advertisements has been rendered, and
20 repeating both the identifying an amount of time and rendering one or more
21 advertisements.

22
23 **49.** A method as recited in claim 45, further comprising modifying the
24 threshold amount if the particular media content includes other advertisements.
25

1 **50.** A method as recited in claim 49, wherein the modifying comprises
2 modifying the threshold amount only if the other advertisements have been
3 rendered on the device.

4
5 **51.** A method as recited in claim 45, further comprising modifying the
6 threshold amount if a playback speed of the particular media content is altered.

7
8 **52.** A method as recited in claim 45, further comprising accessing meta
9 data corresponding to the particular media content to identify a preference point of
10 where rendering of the media content should be stopped and the one or more
11 advertisements rendered.

12
13 **53.** A method as recited in claim 45, wherein the particular media
14 content comprises a television program.

15
16 **54.** A method as recited in claim 45, wherein the particular media
17 content comprises media content retrieved from a local storage device.

18
19 **55.** A method as recited in claim 45, further comprising modifying the
20 threshold amount based at least in part on the amount of a fee paid by a user of the
21 device.

1 **56.** A method as recited in claim 45, wherein the media content includes
2 a plurality of portions, including both one or more highlight portions and one or
3 more non-highlight portions, and further comprising saving, to a storage device,
4 only the one or more highlight portions.

5
6 **57.** A method as recited in claim 45, further comprising:
7 receiving meta data corresponding to the particular media content;
8 identifying one or more portions of the particular media content in response
9 to user inputs; and
10 rendering the identified one or more portions of the particular media
11 content.

12
13 **58.** A method as recited in claim 45, further comprising:
14 receiving comments, corresponding to the particular media content, from a
15 content server, wherein the comments have been input by other users that the
16 particular media content has been rendered to; and
17 rendering the comments along with the particular media content.

18
19 **59.** A method as recited in claim 45, further comprising:
20 receiving, from a user that the particular media content is being rendered to,
21 a comment regarding the particular media content; and
22 forwarding the comment to a remote comment server for storage.

1 **60.** A method as recited in claim 59, further comprising:

2 identifying a synchronization point in the particular media content, wherein
3 the synchronization point occurs an amount of time after the beginning of the
4 media content; and

5 identifying a location of the media content that the comment corresponds to
6 based on an offset from the synchronization point.

7
8 **61.** A method as recited in claim 45, further comprising accumulating
9 points when advertisements are rendered, wherein the accumulated points can be
10 subsequently redeemed for one or more of goods and services.

11
12 **62.** One or more computer-readable memories containing a computer
13 program that is executable by a processor to perform the method recited in claim
14 45.

15
16 **63.** One or more computer-readable media having stored thereon a
17 plurality of instructions that, when executed by one or more processors of a
18 computer, causes the one or more processors to perform acts including:

19 playing back media content;

20 checking whether an amount of time that the media content has been played
21 back has elapsed; and

22 playing back one or more advertisements after the amount of time has
23 elapsed.

1 **64.** One or more computer-readable media as recited in claim 63,
2 wherein the media content is rendered on the computer over a plurality of
3 rendering sessions.

4
5 **65.** One or more computer-readable media as recited in claim 63, further
6 comprising modifying the threshold amount if the particular media content
7 includes other advertisements.

8
9 **66.** One or more computer-readable media as recited in claim 63, further
10 comprising accessing meta data corresponding to the particular media content to
11 identify a preference point of where rendering of the media content should be
12 stopped and the one or more advertisements rendered.

13
14 ~~67.~~ A system comprising:
15 one or more rendering components to render a program; and
16 an advertisement controller to monitor how long the program has been
17 rendered since the last advertisement was rendered, and to render one or more
18 additional advertisements if the amount of time since the last advertisement was
19 rendered exceeds a threshold amount.

20
21 **68.** A system as recited in claim 67, wherein the one or more rendering
22 components comprise an audio rendering component to play audio content of the
23 program and a video rendering component to play video content of the program.

1 **69.** A system as recited in claim 67, wherein the one or more rendering
2 components render the program over a plurality of rendering sessions.

3
4 **70.** A system as recited in claim 67, further comprising modifying the
5 threshold amount if the program includes other advertisements.

6
7 **71.** A system as recited in claim 67, further comprising accessing meta
8 data corresponding to the program to identify a preference point of where
9 rendering of the program should be stopped and the one or more additional
10 advertisements rendered.

11
12 ~~72.~~ A method comprising:
13 rendering, by a device, a program; and
14 identifying one or more portions of the program that include commercials;
15 disabling, while the one or more portions that include commercials are
16 being rendered, a control of the device that allow one or more portions of the
17 program to be skipped.

18
19 **73.** A method as recited in claim 72, wherein the program comprises a
20 television program.

21
22 **74.** A method as recited in claim 72, wherein the control comprises a
23 fast forward button.
24
25

1 75. A method as recited in claim 72, wherein the control comprises a
2 skip button.
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25